

# Floral Design & Marketing

The floral design and marketing program prepares students for careers in this creative and competitive industry by combining the dynamics of commercial floral design with the business knowledge needed to operate a successful retail establishment.

## Pursuing Floral Design and Marketing at Ohio State ATI

Students entering the field of floral design and marketing should have an interest in flowers and the creative arts. Experience in gardening, decorating, and/or flower arranging is beneficial.

Students seeking an Associate of Applied Science in Floral Design and Marketing enter directly into the program upon completion of their admission requirements. All applicants are strongly advised to arrange a pre-admission conference in order to acquaint themselves with the various aspects of this technology.

Technical courses include the principles and techniques of creating floral designs for everyday and special occasion uses such as weddings, parties, and holidays. Handling and storage of flowers; decorative uses of plants; flower and foliage identification; and the marketing, merchandising, and selling of floral products are also emphasized. Basic and general courses, including communications, math, and social sciences, comprise over 35 percent of the credit hours earned.

To obtain an Associate of Applied Science in Floral Design and Marketing from Ohio State ATI, students must complete a minimum of 105 quarter credit hours with a cumulative point-hour ratio of 2.0 or above. Students must satisfactorily complete a prescribed curriculum, which includes at least 68 quarter credit hours in technical studies and 37 quarter credit hours in basic and general studies. A minimum of 45 quarter credit hours must be earned through regular course work at the institute, exclusive of an internship.

The on-campus retail floral shop, used as a lab site, provides students with hands-on experience in all aspects of design, sales and merchandising, including the art of display.

Practicum is an optional, supervised, practical, on-campus work experience, which provides students with the opportunity to apply skills learned in both the classroom and laboratory. Practicum activities may take place in the flower shop, floral design lab, campus gardens, and/or greenhouses.

## For more information, check these web sites:

**Floral Design and Marketing:** [www.ati.osu.edu/programs](http://www.ati.osu.edu/programs)  
**Ohio State ATI:** [www.ati.osu.edu](http://www.ati.osu.edu)  
**Ohio State:** [www.osu.edu](http://www.osu.edu)

Students also fulfill practicum hours by creating floral decorations, working with national and international designers, and assisting in the presentation of the Ohio Florists' Association Short Course.

## Internships

Students in the floral design and marketing technology must complete an industry internship consisting of 10 weeks of full-time employment in retail flower shops, wholesale florists, supermarket, and/or event planning businesses. Ohio State ATI assists students in finding appropriate internship positions both in Ohio and in other states. Students are paid for their employment, graded on their job performance, and awarded academic credit.

## Career Prospects in Floral Design and Marketing

Graduates find rewarding careers as floral designers, floral shop salespersons, assistant managers, managers, or owners. The artistic principles learned in the program also prepare graduates to assume positions as interior plantscape technicians, estate gardeners, wedding consultants, or display artists.

Beginning salaries for graduates of the floral design and marketing program typically range from \$16,000 to \$24,000 annually for designers and \$24,000 to \$40,000 for managers. After a few years of experience, the salaries range from \$20,000 to \$30,000 annually for designers and \$30,000 to \$45,000 and up for managers. However, many graduates apply their skills to operate their own businesses. Salary information on self-employed graduates is difficult to determine.

## Opportunities for Outstanding Students

Students with strong floral design skills, as well as a successful academic record, may qualify for membership in the Anderson Student Chapter of the American Institute of Floral Designers. Each spring, the Outstanding Student Banquet recognizes the top students in each major or technology. Ohio State ATI also has a chapter of Phi Theta Kappa, the international honor society for students at two-year institutions. Selection for this prestigious society is based upon academic achievement and leadership qualities. Students with cumulative grade point averages of between 3.7 and 4.0 are eligible to graduate with Latin honors (summa cum laude, magna cum laude, or cum laude).

## About Ohio State ATI

Ohio State ATI, located in Wooster, Ohio, is ranked number one in the nation in the awarding of associate degrees in

**Admissions:** [www.ATIadmissions.osu.edu](http://www.ATIadmissions.osu.edu)  
**Student Success Services:** [www.ati.osu.edu/support.html](http://www.ati.osu.edu/support.html)

## Curriculum Sample

### First Year:

#### Autumn Quarter

Basic Floral Design	4
General Botany	5
First-Year Written Composition	3
Technical Mathematics I	5
Personal and Career Orientation	1

#### Winter Quarter

Commercial Floral Design	4
General Economics	5
Introduction to Microcomputer Applications	1
Business Communication	3
Social science or humanities elective	3

#### Spring Quarter

Occupational Internship	6
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#### Summer Quarter

Herbaceous Plants	3
Managerial Accounting	5
Fundamentals of Marketing	3
Essentials of Oral Communication	3
<b>Total hours</b>	<b>54</b>

### Second Year:

#### Autumn Quarter

Flowers for Celebrations I	4
Retail Flower Shop Operation	3
Social science or humanities elective	3
Introductory Chemistry I	4
Business elective	4

#### Winter Quarter

Flowers for Celebrations II	4
Houseplants for Interior Decoration	4
Social science or humanities elective	3
Horticulture or business elective	3
Business elective	4

#### Spring Quarter

Contemporary Floral Design	3
Post-Harvest Flower Care	1
Small Business Management	4
Mathematics for Retail Technicians	4
Horticulture or business elective	3
<b>Total hours</b>	<b>51</b>

agriculture and related sciences and is the associate-degree granting unit of The Ohio State University College of Food, Agricultural, and Environmental Sciences. Twenty-five technical programs leading to the Associate of Applied Science or Associate of Science degree are offered at the Wooster campus. Two Certificates of Competency programs, in hydraulic service and repair and commercial turf equipment, are also offered. Within four months of graduation, 99% of Ohio State ATI graduates are employed or pursuing bachelor's degrees.

Ohio State ATI's 50-acre central campus features classroom and laboratory buildings, horticultural facilities, the student activities center, residence hall, and Applewood Village student apartments. A 1700-acre farm laboratory is located five miles east of the central campus.

Halterman Hall houses classrooms, the Library Learning Resource Center, computer labs, administrative and faculty offices, as well as specialized laboratory facilities for chemistry, physics, entomology, biology, botany, soils, floral design, and landscape classes.

Adjacent to Halterman Hall is Skou Hall, home to classrooms, academic offices, and laboratories for animal, dairy, and equine sciences and turfgrass management. Skou Hall also houses engine, electronics, construction, and Fluid Power classes, and contains the Ohio State ATI Bookstore, Café Carmen, a student lounge, and the office of Student Success Services, which provides career and personal counseling, tutoring, study groups, disability services, and other support services to students.

Ohio State ATI's greenhouse complex, tropical plant conservatory, and numerous outdoor gardens assure that the campus is blooming and beautiful year-round.

Ohio State ATI's student activities center features a weight room, game room, gymnasium, and racquetball courts and coordinates activities and events sponsored by student clubs. An active intramural sports program makes use of ATI's multi-purpose athletic field.

The Ohio State ATI residence hall features fully-furnished efficiency apartments that include a kitchenette and full bath. The Applewood Village student apartments are fully-furnished one-, two-, or three-bedroom townhouses. Both the residence hall and apartment village are air conditioned and include utilities, cable TV, and Internet access. Parking is free on the ATI campus.

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## Contact information:

The Ohio State University Agricultural Technical Institute  
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